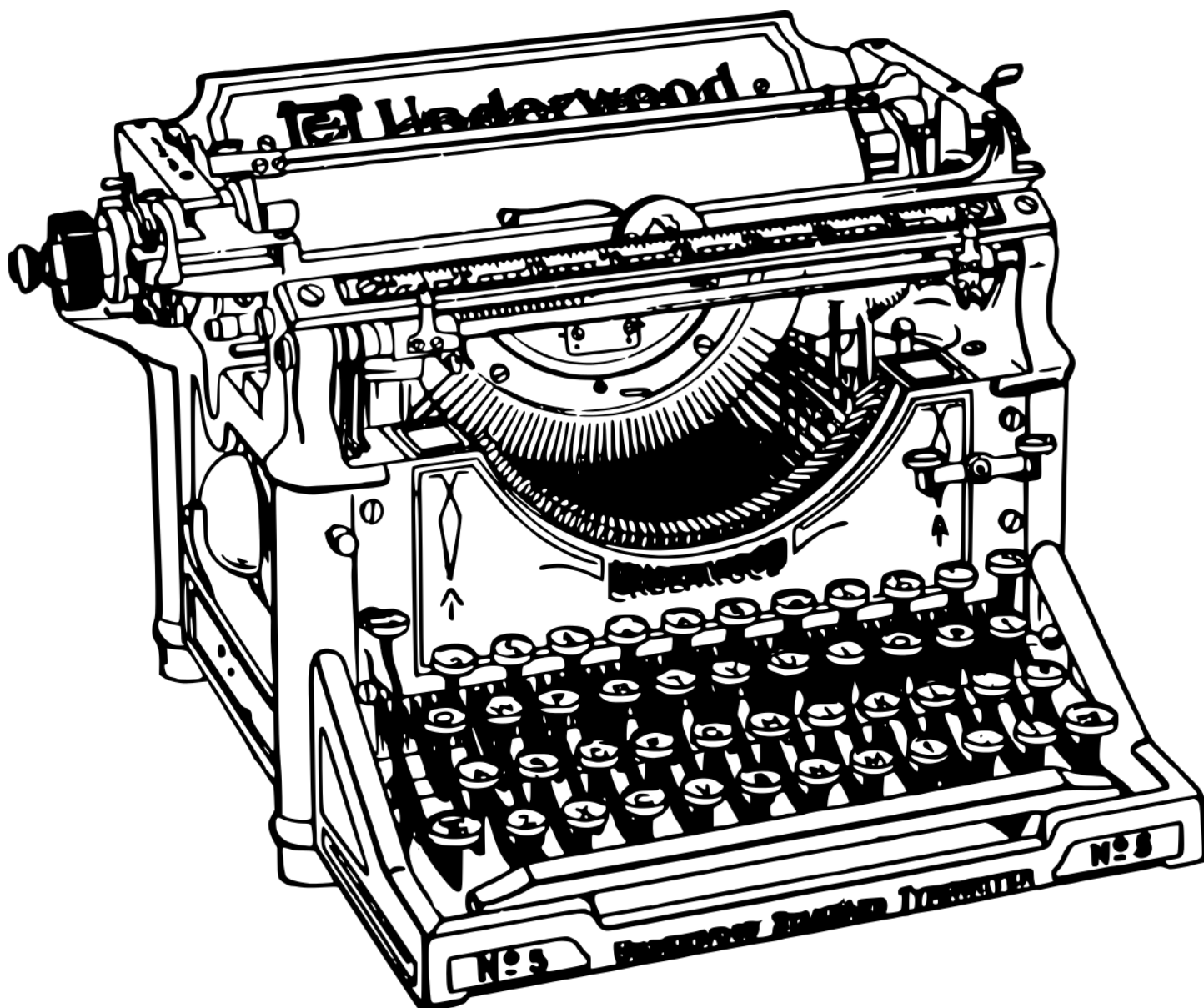


Internet Broadcasters Guide For Creating An Effective Newsletter



Written By
David Childers

www.ScenicRadio.Com

Relaxing Entertainment for the World

www.BroadcastingWorld.Com

Global Broadcast Information Portal



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Cover graphic - Simple Old Typewriter.

www.openclipart.org/detail/191811/simple-old-typewriter-by-j4p4n-191811

Foreword graphic - Uppercase Greek letter phi.

en.wikipedia.org/wiki/File:Phi_uc_lc.svg

About The Author

David Childers is the Content Manager for the Global Broadcasting portal www.BroadcastingWorld.com. He is very active in the Internet broadcast industry and has written numerous guides and a book about this growing technological field. He is also the webmaster of www.ScenicRadio.com, the global destination for relaxing entertainment.

Mr. Childers' work has been cited in several national and International publications, such as:

Five Essays on Copyright In the Digital Era
Turre Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Greetings and salutations my fellow readers.

It pleases me to present another guide in my series about Internet broadcasting. To help Internet broadcast stations maintain and grow their audiences requires many things. It is important for stations to take full advantage of all these specifics so that they can achieve their goal.

I believe open media is very important for society and democracy. Open media must also make a commitment to use every available resource to make their presence well known.

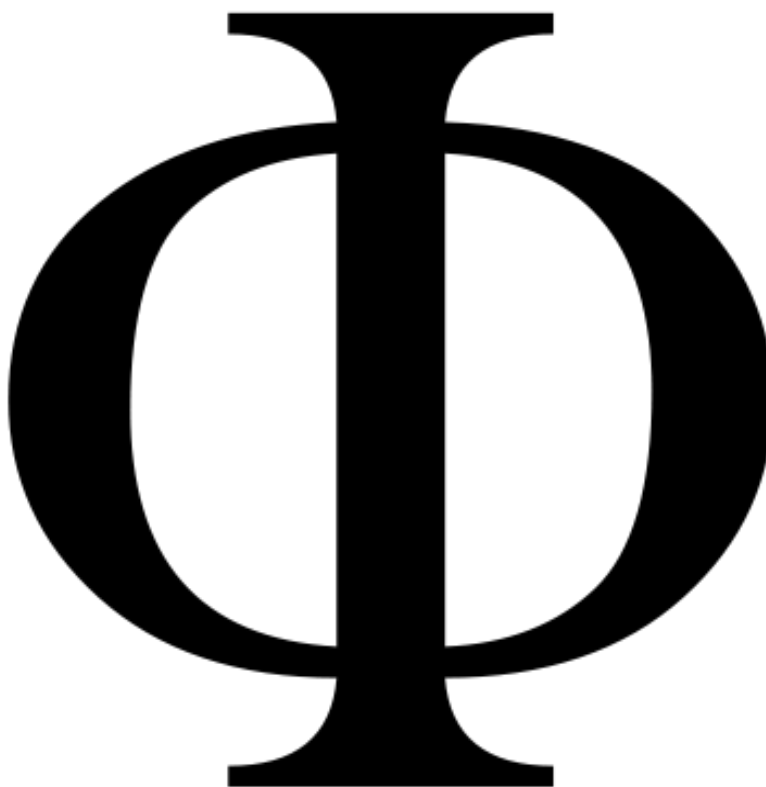
I would like to thank Scarlet Coker for providing assistance with the editing of the manuscript and James Davey at Broadcasting World for allowing me the opportunity to create this guide.

It is my sincere hope that the reader finds this guide beneficial.

David Childers
www.scvi.net

August 2011

Posveèeno Neži Vidmar.



Dubito Ergo Cogito; Cogito Ergo Sum.

Good prose is the selection of the best words; poetry is the best words in the best order; and journealese is any old words in any old order.

Alan Brewer

Index

- Introduction
- Tools
- Planning
- Composition
- Advertising
- Distribution
- References
- Example Newsletter

Introduction

A newsletter can be an important extension of a broadcast stations website or multimedia transmission. The publication can be read online or offline, which provides a greater opportunity for distribution. It can provide a variety of content that can be easily consumed, and distributed using several formats.

The content of the newsletter should be carefully planned to maximize the overall information value of the publication. The format should be intelligently designed to keep the attention of the casual reader. It is also important to focus the content of the publication on the broadcast station audience. A lack of focused content can reduce the ability of the publication to capture and retain readership.

One key goal for the newsletter should be maintaining continuous contact with the broadcast station audience. This can provide a feed back loop for readers to make suggestions for both the newsletter and the broadcast station. The information can provide insight into making the publication a superior product. Audience members can also be given the opportunity of providing content, making them an important asset to the broadcast station as well.

It is critical to maximize the marketing and promotion potential of the publication. Additional content can also be incorporated within the newsletter to help attract and retain a larger variety of readers. It is also important to maintain a high rate of return on investment for the publication.

It is crucial to maintain a continuous content style for the newsletter. One person should be given the role of managing or editing the newsletter, as this will maintain consistency of the overall project. Constantly changing content presentation styles can lead to lower readership of the publication.

A newsletter can be easily created by any size organization or business. It is important that any publication created or distributed by a broadcast station is a direct reflection of its management, staff and business values. As the old adage goes "First impressions are lasting impressions."

Tools

The following software applications are Free and Open Source tools that can be used to create or edit a newsletter.

Word Processing

Scribus

Desktop publishing.

Windows - Unix.

www.scribus.net

LibreOffice - Writer

Word processor.

Windows, Macintosh and Unix.

www.libreoffice.org

OpenOffice - Writer

Word processor.

Windows, Macintosh and Unix.

www.openoffice.org

Graphic

Inkscape

Vector graphics editor.

Windows, Macintosh and Unix.

www.inkscape.org

Gimp

Raster graphics editor.

Windows - Unix.

www.gimp.org

LibreOffice - Draw

Raster graphics editor.

Windows, Macintosh and Unix.

www.libreoffice.org

OpenOffice - Draw

Raster graphics editor.

Windows, Macintosh and Unix.

www.openoffice.org

Raster graphic images are data structures representing a generally rectangular grid of pixels, or points of color.

Vector graphic images are data structures representing geometrical primitives (such as points, lines, curves, and shapes) that are used in computer graphics.

Planning

Planning is essential for creating a quality newsletter. Poor planning can result in a badly produced publication, which can detract from the goal of maintaining and increasing readership.

- Keep It Simple Stupid (KISS)
 - * Ensure that the publication is easy to create, maintain and distribute.
- The Three S's.
 - * Short:
 - Present information concisely.
 - Make the content bite size for easy consumption.
 - * Simple:
 - Present information clearly.
 - Use standard English.
 - Avoid the use of slang phrases.
 - * Sweet:
 - Make the content informative.
 - Make the content entertaining.
 - Make the content relevant to the target audience.
- Develop content naturally:
 - * Use imagination.
 - * Use creativity.
 - * Use uniqueness.
- Fonts:
 - * Use medium size.
 - * Use a style that is easy to read.
- Colors:
 - * Light background.
 - * Heavy / dark font.
 - * Do not overpower content with dramatic color combinations.
 - * Blend colors smoothly with content.
- The newsletter should contain a mix of both text and graphics.
- Graphics:
 - * Do not overpower content with graphics.
 - * Blend graphics smoothly with content.
 - * Have a clear meaning or reason why specific ones are used.
 - * Use quality images that can be easily seen.
- Clearly distinguish individual articles.
- Check content for errors:
 - * Grammar.
 - * Spelling.
 - * Format.
- Provide attributes to any information used from outside sources.
- Produce the publication in multiple language formats if the audience is multilingual or multinational.
- Have the ability to substantiate any statements or claims made.
- Information should be presented as statements, not opinions.
- Properly labeled photographs or graphics.
- Incorporate a Social Media share button within the newsletter.

Composition

It is important to incorporate the following elements within the newsletter.

- Station identification:
 - * Logo graphic.
 - * Name.
 - * Slogan.
- How readers can watch or listen to the broadcast station.
- Contact information:
 - * Primary website.
 - * FaceBook page.
 - * Twitter page.
 - * Other social media page.
 - * Telephone number.
 - * Fax number.
 - * Postal address.
 - * E-mail address.
- Press releases:
(Provide executive summary of press releases.)
 - * Items that can provide favorable information about the station.
- News clippings:
(Provide executive summary of news clippings.)
 - * Items that can provide favorable information about the station.
- Station photos:
 - * Events.
 - * Studios.
 - * Equipment.
 - * Staff.
- Important information about website or broadcast changes:
 - * Internet address change.
 - * Schedule change.
 - * Contact information change.
 - * Changes in content or format.
- Links to the broadcast station website:
 - * Listen or view page.
 - * Index page.
 - * Forums.
- Create activities for readers:
(These can be coordinated with the broadcast transmission and station website.)
 - * Contests.
 - * Games.
 - * Puzzles.

Advertising

Advertising can be included within the newsletter to offset the cost of producing the publication. It can consist of either external or internal advertising.

External advertising - This consists of businesses or organizations purchasing advertising space within the news letter itself.

- This can consist of:

- * Banners.
- * Links.
- * Graphics.

Internal advertising - This consists of the broadcast station displaying their own advertising.

Internal advertising can consist of:

- Affiliate stores:

(Sell products or services and receive commissions for the sales.)

- * www.apple.com
- * www.amazon.com
- * www.clickbank.com
- * www.cj.com

- Gift shop:

(Create your own gifts and accessories to sell.)

- * www.cafepress.com
- * www.zazzle.com
- * www.printfection.com

Distribution

It is important to notify readers when new editions of the newsletter are available, so they can receive them.

There are three methods of notification:

Subscription service - A online service that can be contracted to manage the submission or removal of address information for newsletter subscriptions.

Manual subscription - The broadcast station manages the submission or removal of address information for newsletter subscriptions.

Social media announcement - The broadcast station places announcements in their social media network.

Note

It is important to comply with laws pertaining to maintaining E Mail subscriptions. There maybe both local and national laws that dictate guidance on this.

- The actual newsletter can be distributed in several formats:
 - * HTML web page.
 - * E Mail.
 - * Portable document.
- All three formats allow the inclusion of web resource links and graphics.
- Web pages and E mail allow the inclusion of scripting resources.
(It is advisable not to use excessive scripting, as this may cause security alerts.)

References

The AP Stylebook is used by reporters, editors and others media professionals as a guide for grammar, punctuation, principles and practices of reporting.

Completely searchable and easy to use, The Chicago Manual of Style Online provides recommendations on editorial style and publishing practices for the digital age. Now offering the full contents of the 16th and 15th editions, it is the must-have reference for everyone who works with words.

www.chicagomanualofstyle.org/home.html

Online Dictionary and Thesaurus.

* www.thesaurus.com

* www.merriam-webster.com

Public Domain paintings - Directmedia, Yorck Project and Wikipedia collaboration.

[commons.wikimedia.org/wiki/Category:PD-Art_\(Yorck_Project\)](http://commons.wikimedia.org/wiki/Category:PD-Art_(Yorck_Project))

Archive of clip art that can be used for free for any use.

www.openclipart.org

The Open Clip Art Library is a collection of 100% license-free, royalty-free, and restriction-free art that can be used for any purpose.

* Debian repository - openclipart-libreoffice

* Ubuntu repository - openclipart-libreoffice

* RPM repository - openclipart-libreoffice

Public domain Images, engravings and pictures from old books.

* www.fromoldbooks.org

* www.oldbookillustrations.com

* www.oldbookart.com

* scrap.oldbookillustrations.com/archive

* www.fromoldbooks.org

Public domain photographs.

* www.public-domain-photos.com

* www.publicdomainpictures.net

* www.pdphoto.org

Example Newsletter

Urban Latin Music, Culture, and
More!

Long Live The Radio Revolution!

El Mero Mero internet radio.

www.elmeromeroradio.com

It is a philosophical concept, a
state of mind, an attitude towards
life.



Latin Urban Music, Culture, y Mas!

¡Viva La Radio Revolución!

El Mero Mero radio en internet.

www.elmeromeroradio.com

Es una concepción filosófica, és
un estado de espíritu.

El Mero Mero Radio Newsletter

- September 2011 -

El Mero Mero Radio Newsletter

From The Editor - David Childers

Welcome to the first edition of the El Mero Mero Radio newsletter. We hope you enjoy the best of Latin music and culture that our station offers. It is our goal to provide an outlet for music that corporate media has refused to accommodate.

Special thanks goes to all our wonderful listeners and supporters. You have made all this possible.

**

Featured Artist - Immortal Technique

Raw, edgy and philosophical. Felipe Andres Coronel wants to entertain and inform his listening audience. The music presents social commentary on life and the barriers that are often encountered. He is an Executive Vice President at Viper Records, and has donated money to help orphans in Afghanistan.

**

Newsletter Suggestions

If you have comments or suggestions for the newsletter, please send them here: elmeromeroradio@gmail.com

El Mero Mero Radio Goals

Here are some of our future goals at El Mero Mero Radio:

- Playing the best Latin Urban and Reggaeton music.
- Community forums.
- Video channel.
- Online music store.
- Online gift store.

**

Submit Your Songs

Are you an independent Latin Urban or Reggaeton artist that would like to have your music played on the station? Contact us for more details elmeromeroradio@gmail.com

**

How To Listen

You can listen to El Mero Mero Radio using several methods. These include:

- | | |
|--------------------|----------------|
| - Desktop computer | - Smart phone |
| - Laptop computer | - Game console |
| - Tablet computer | - Google TV |

**

Spread The Word

Tell all your friends and family about El Mero Mero Radio.

Visit Our Website

www.elmeromeroradio.com

Follow us on FaceBook

El Mero Mero Radio

Follow us on Twitter

El Mero Mero Radio

Streaming around the world, 24 hours a day.

¡Viva La Radio Revolución!

**



Support El Mero Mero Radio



**

Arthur Schopenhauer

En la música todos los sentimientos vuelven a su estado puro y el mundo no es sino música hecha realidad.

Bird

By Pablo Neruda

It was passed from one bird to another,
the whole gift of the day.
The day went from flute to flute,
went dressed in vegetation,
in flights which opened a tunnel
through the wind would pass
to where birds were breaking open
the dense blue air -
and there, night came in.
When I returned from so many journeys,
I stayed suspended and green
between sun and geography -
I saw how wings worked,
how perfumes are transmitted
by feathery telegraph,
and from above I saw the path,
the springs and the roof tiles,
the fishermen at their trades,
the trousers of the foam;
I saw it all from my green sky.
I had no more alphabet
than the swallows in their courses,
the tiny, shining water
of the small bird on fire
which dances out of the pollen.

**

President

Terrence Romero

Operations

David Childers

**

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